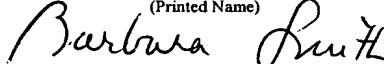




Atty. Dkt. No. 040405-0337

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Shinichi SUWABE  
Title: SHOP INFORMATION  
ADVERTISEMENT PANEL  
SYSTEM AND SHOP  
INFORMATION  
ADVERTISEMENT METHOD  
Appl. No.: 09/848,336  
Filing Date: 05/04/2001  
Examiner: Bekerman, Michael  
Art Unit: 3622  
Confirmation Number: 6759  
Number:

<b>CERTIFICATE OF EXPRESS MAILING</b>	
I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.	
EV 928484569 US (Express Mail Label Number)	2/16/2007 (Date of Deposit)
Barbara Smith (Printed Name)	
 (Signature)	

**AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated October 20, 2006, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 15 of this document.

Please amend the application as follows:



02-21-07

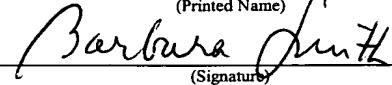
1FW

3622  
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Atty. Dkt. No. 040405-0337

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Shinichi SUWABE  
Title: SHOP INFORMATION  
ADVERTISEMENT PANEL  
SYSTEM AND SHOP  
INFORMATION  
ADVERTISEMENT METHOD  
Appl. No.: 09/848336  
Filing Date: 5/4/2001  
Examiner: Bekerman, Michael  
Art Unit: 3622  
Confirmation Number: 6759

<b>CERTIFICATE OF EXPRESS MAILING</b>	
I hereby certify that this correspondence is being deposited with the United States Postal Service's "Express Mail Post Office To Addressee" service under 37 C.F.R. § 1.10 on the date indicated below and is addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.	
EV 928484569 US (Express Mail Label Number)	2/16/2007 (Date of Deposit)
Barbara Smith (Printed Name)	
 (Signature)	

**AMENDMENT TRANSMITTAL**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.

Small Entity status under 37 C.F.R. § 1.9 and § 1.27 has been established by a previous assertion of Small Entity status.

Assertion of Small Entity status is enclosed.

The fee required for additional claims is calculated below:

Claims As Amended	Previously Paid For	Extra Claims Present	Additional Rate	Claims Fee
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02/22/2007 MWOLGE1 00000045 09848336

01 FC:1251 120.00 OP

LACA\_790509.1

Total Claims:	18	-	30	=	0	x	\$50.00	=	\$0.00
Independent Claims:	3	-	6	=	0	x	\$200.00	=	\$0.00
First presentation of any Multiple Dependent Claims: + \$360.00									\$0.00
CLAIMS FEE TOTAL									\$0.00

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[ X ] Applicant hereby petitions for an extension of time under 37 C.F.R. §1.136(a) for the total number of months checked below:

[ X ] Extension for response filed within the first month:	\$120.00	\$120.00
[ ] Extension for response filed within the second month:	\$450.00	\$0.00
[ ] Extension for response filed within the third month:	\$1,020.00	\$0.00
[ ] Extension for response filed within the fourth month:	\$1,590.00	\$0.00
[ ] Extension for response filed within the fifth month:	\$2,160.00	\$0.00
EXTENSION FEE TOTAL:		\$120.00
[ ] Statutory Disclaimer Fee under 37 C.F.R. 1.20(d):	\$130.00	\$0.00
CLAIMS, EXTENSION AND DISCLAIMER FEE TOTAL:		\$120.00
[ ] Small Entity Fees Apply (subtract ½ of above):	\$0.00	\$0.00
Extension Fees Previously Paid:		\$0.00
TOTAL FEE:		\$120.00

---

A credit card payment form in the amount of \$120.00 is enclosed.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 50-0872. Should no proper payment be enclosed herewith, as by the credit card payment form being unsigned, providing incorrect information resulting in a rejected credit card transaction, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 50-0872.

If any extensions of time are needed for timely acceptance of papers submitted herewith, applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-0872.

Please direct all correspondence to the undersigned attorney or agent at the address indicated below.

Respectfully submitted,

Date February 16, 2007

By Justin M. Sobaje

FOLEY & LARDNER LLP  
Customer Number: 22428  
Telephone: (310) 975-7965  
Facsimile: (310) 557-8475

Justin M. Sobaje  
Attorney for Applicant  
Registration No. 56,252